WHAT IS CLAIMED IS:

1. A cosmetic composition comprising:

   (i) from about 0.0001 to about 30% by weight of a salt of malonic acid;

   (ii) from about 1 to about 99.9% by weight of a cosmetically acceptable carrier;

wherein the composition exhibits a Flexibility Value greater than 1 in the Porcine Skin Test.

2. The composition according to claim 1 wherein the malonic acid is present as a half neutralized and a fully neutralized acid in a molar ratio ranging from about 1000:1 to about 1:1000, respectively.

3. The composition according to claim 2 wherein the molar ratio is about 2:1 to about 1:200.

4. The composition according to claim 1 wherein the salt has a cationic counterion to malonate which is an inorganic cation selected from the group consisting of lithium, sodium, potassium, magnesium, calcium, ammonium and combinations thereof.

5. The composition according to claim 1 wherein the cationic counterion to malonate is an organic cation having from 2 to 1,000 carbon atoms selected from the group consisting of polyethyleneimine, triethanolamine, diethanolamine, propanolamine, monoethanolamine, methylamine, ethylamine, propylamine, isopropylamine, butylamine, isobutylamine, t-butylamine, pentylamine, isopentylamine, hexylamine, cyclohexylamine, cyclopentylamine,

norbornylamine, octylamine, ethylhexylamine, nonylamine, decylamine, pyrrolidone, amino acids (lysine, arginine, alanine, glutamine, histidine, glycine), 2-amino-2-methyl-1-propanol, dimethylethanolamine, tris(hydroxymethyl)amino methane and combinations thereof.

6. A method for controlling signs of aging comprising:

providing a cosmetic composition comprising:

(i) from about 0.0001 to about 30% by weight of a salt of malonic acid;

(ii) from about 1 to about 99.9% by weight of a cosmetically acceptable carrier;

wherein the composition exhibits a Flexibility Value greater than 1 in the Porcine Skin Test; and

applying the cosmetic composition to the skin.

7. The method according to claim 6 wherein the signs of aging that are controlled are softness, suppleness and flexibility.